LOGO USAGE GUIDE: UNIFORMS & FACILITIES

2013– 2014

AMERICAN

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The Conference encourages institutions to utilize the American Athletic Conference logo in institutional colors for these applications. Recommended primary, secondary, and knockout/white marks can be found on pages 6-8. Additional color options must be approved by the Conference office.

Use of the American Athletic Conference identity is restricted to its member institutions and organizations authorized by The American and the Licensing Resource Group (LRG). For more information on officially licensed products, including exempt royalty free items, please contact branding@theamerican.org.

PMS 282

C 100 M 68 Y 0 K 54

PMS 485

C 0 M 95 Y 100 K 0

OFFICIAL AMERICAN ATHLETIC PRIMARY CONFERENCE LOGOS

3-COLOR VERSION OF THE PRIMARAY LOGO

2-COLOR VERSION OF THE PRIMARAY LOGO

CONFERENCE WORD MARKS

UCF

PMS 872 METALLIC GOLD
PMS 7562 (matte surface)
BLACK

CINCINNATI

PMS 186 RED
BLACK

UCONN

PMS 289 NAVY BLUUE
PMS 185c RED
PMS 429 GREY
WHITE

ECU

PMS 268 PURPLE
PMS 109u GOLD
BLACK

HOUSTON

PMS 186 RED
PMS 421 GREY
PMS 289 BLUE
WHITE

LOUISVILLE

PMS 200 RED
BLACK
WHITE

MEMPHIS

PMS 280 BLUE
PMS 877 GREY

NAVY

PMS 281 NAVY BLUE
PMS 4525 GOLD

RUTGERS

PMS 185 RED
WHITE
BLACK

USF

PMS 342 GREEN
PMS 4535 GOLD

SMU

PMS 286 BLUE
PMS 186 RED

TEMPLE

PMS 201c RED
WHITE

TULANE

PMS 3425 GREEN
PMS 640 BLUE
PMS 556 LIGHT GREEN
PMS 877 SILVER

TULSA

PMS 294 BLUE
PMS 186 RED
PMS 871 GOLD

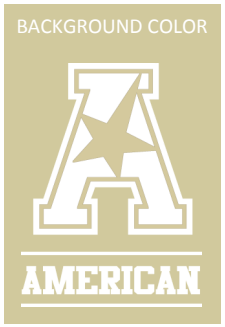
INSTITUTIONAL SPECIFIC PRIMARY & SECONDARY EXAMPLE

LOGO 1

LOGO 2

INSTITUTIONAL SPECIFIC KNOCKOUT/WHITE EXAMPLES

LOGO 3



LOGO 4

INSTITUTIONAL SPECIFIC WORD MARK EXAMPLE

The Conference has approved the use of the Conference's primary vertical logo in member institution colors.

Pages 6-8 outline the approved primary, secondary, and knockout marks for Conference members. Member specific color combinations not listed must be approved by the Conference office.

PRIMARY/SECONDARY

The Conference's "A," accompanying "AMERICAN" word mark and horizontal bars should both be represented in institutional colors. The word "AMERICAN" should be displayed in the darkest institutional color with the horizontal bars in the lighter institutional color (*LOGO 1*). For use on a background in an institution's colors, the "AMERICAN" word mark and accompanying horizontal bars can both be displayed in the same color as the "A" (*LOGO 2*).

KNOCKOUT WHITE

Knockout/white member specific color options are provided on the approved background on which they should be applied. Knockout/white logos should be applied on dark surfaces with the American star matching the background color.

AMERICAN WORD MARK

The Conference has approved the use of the "AMERICAN" word mark in knockout/white or the institution's darkest primary color.

UCF

PMS 872 METALLIC GOLD
BLACK

CINCINNATI

PMS 186 RED
BLACK

UCONN

PMS 289 NAVY BLUE
PMS 185c RED

ECU

PMS 268 PURPLE
PMS 109u GOLD

HOUSTON

PMS 186 RED
PMS 421 GREY

LOUISVILLE

PMS 200 RED
BLACK

MEMPHIS

PMS 280 BLUE
PMS 877 GREY

NAVY

PMS 281 NAVY BLUE
PMS 4525 GOLD

RUTGERS

PMS 185 RED
BLACK

USF

PMS 342 GREEN
PMS 4535 GOLD

SMU

PMS 286 BLUE
PMS 186 RED

TEMPLE

PMS 201c RED
BLACK

TULANE

PMS 3425 GREEN
PMS 640 BLUE

TULSA

PMS 294 BLUE
PMS 871 GOLD

UCF

PMS 872 METALLIC GOLD
BLACK

CINCINNATI

PMS 186 RED
BLACK

UCONN

PMS 289 NAVY BLUE
PMS 429 GREY

ECU

PMS 268 PURPLE
PMS 109u GOLD

HOUSTON

PMS 186 RED
PMS 421 GREY

LOUISVILLE

PMS 200 RED
BLACK

MEMPHIS

PMS 280 BLUE
PMS 877 GREY

NAVY

PMS 281 NAVY BLUE
PMS 4525 GOLD

RUTGERS

PMS 185 RED
BLACK

USF

PMS 342 GREEN
PMS 4535 GOLD

SMU

PMS 286 BLUE
PMS 186 RED

TEMPLE

PMS 201c RED
BLACK

TULANE

PMS 3425 GREEN
PMS 640 BLUE

TULSA

PMS 294 BLUE
PMS 871 GOLD

MEMBER SPECIFIC CONFERENCE LOGOS - KNOCKOUT/WHITE

UCF

PMS 872 METALLIC GOLD
BLACK

CINCINNATI

PMS 186 RED
BLACK

UCONN

PMS 289 NAVY BLUE

ECU

PMS 268 PURPLE
PMS 109u GOLD

HOUSTON

PMS 186 RED

LOUISVILLE

PMS 200 RED
BLACK

MEMPHIS

PMS 280 BLUE

NAVY

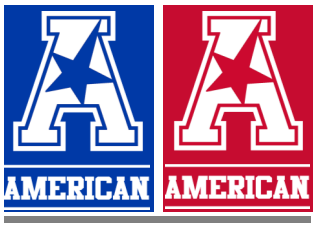
PMS 281 NAVY BLUE
PMS 4525 GOLD

RUTGERS

PMS 185 RED
BLACK

USF

PMS 342 GREEN
PMS 4535 GOLD



SMU

PMS 286 BLUE
PMS 186 RED

TEMPLE

PMS 201c RED
BLACK

TULANE

PMS 3425 GREEN
PMS 640 BLUE

TULSA

PMS 294 BLUE
PMS 871 GOLD

The following section outlines specific information related to the placement of the American Athletic Conference logo on member institutions' uniforms.

The Conference's vertical primary logo (without the "AMERICAN" lettering) is **REQUIRED** on football and basketball uniforms. It is strongly encouraged for use in Olympic sports. The Conference will supply uniform patches (2.0" for football, 1.5" all other sports). In some sports, uniform materials may dictate that a screen print version of the American mark may be needed. Acceptable screen print instances are outlined in the following section. Under no circumstances should direct embroidery be used.

Primary, secondary, and knockout/white member specific options are outlined on pages 6-8. Primary and secondary marks (pages 6 & 7) can be used on light or dark uniforms as long as the "A" is a contrasting color to the uniform color. Knockout/white marks (page 8) can be used on dark uniforms. The star inside the "A" should always match the uniform color in primary, secondary, and knockout applications. The only exception is white uniforms where the primary or secondary logo with the darkest "A" should be utilized.

Specific questions related to color options and/or logo placement should be directed to the Conference office.

UNIFORM SPECS

UNIFORM

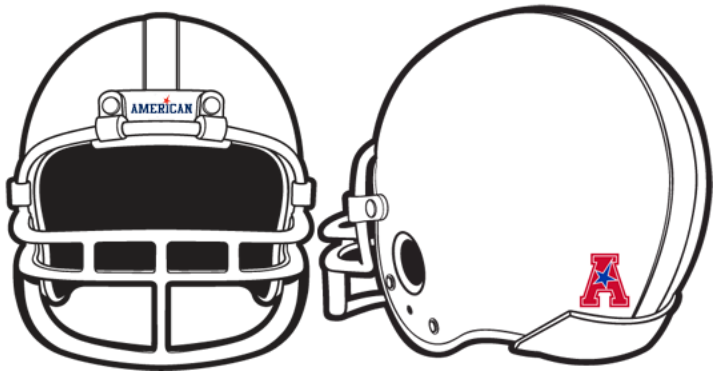
An American Athletic Conference patch is required on both home and away uniforms. The patch will measure 2.0” high and 1.75” wide. It shall be placed opposite of the manufacturer’s logo on the left or right shoulder.

HELMET

The Conference mark is mandatory on all helmets. It can appear in two places: on the “snubber” located just above the eyes or on the back of the helmet.

Stickers placed on the back of the helmet will utilize the Conference’s primary vertical logo (without the word “AMERICAN”) in member institution’s colors. The sticker will measure 1.5” high and 1.25” wide.

The American word mark (without the words “Athletic Conference”) will be used on the “snubber” in blue lettering with a red star.



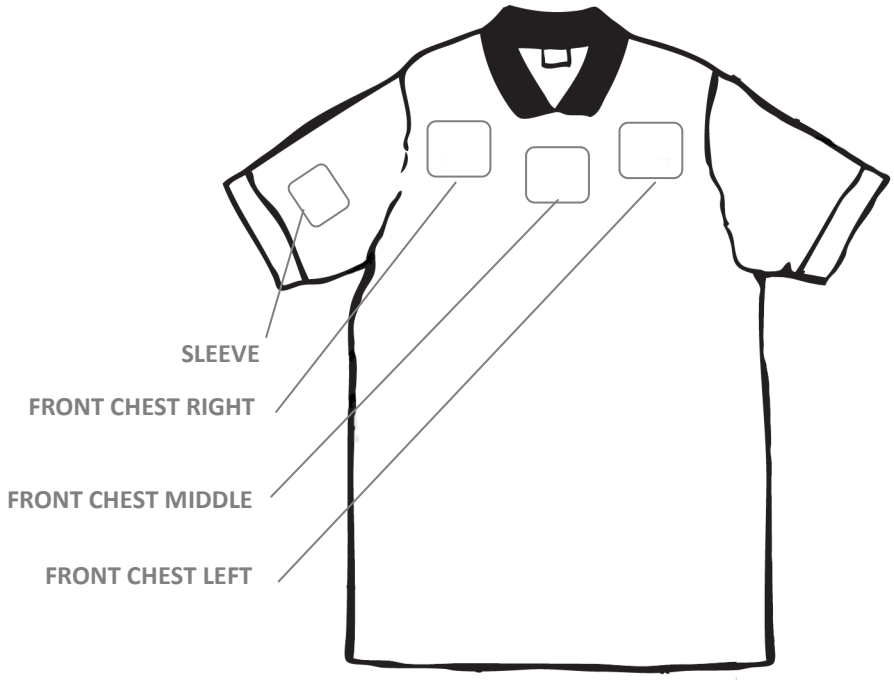
An American Athletic Conference uniform patch is required on both home and away basketball uniforms. The patch will measure 1.5” high and 1.25” wide. It shall be placed opposite of the manufacturer’s logo on the left or right shoulder.

FLAG and/or memorial patches are still allowed and may appear opposite the conference logo or any other permissible NCAA location per rule 3, article 5, d.

Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:

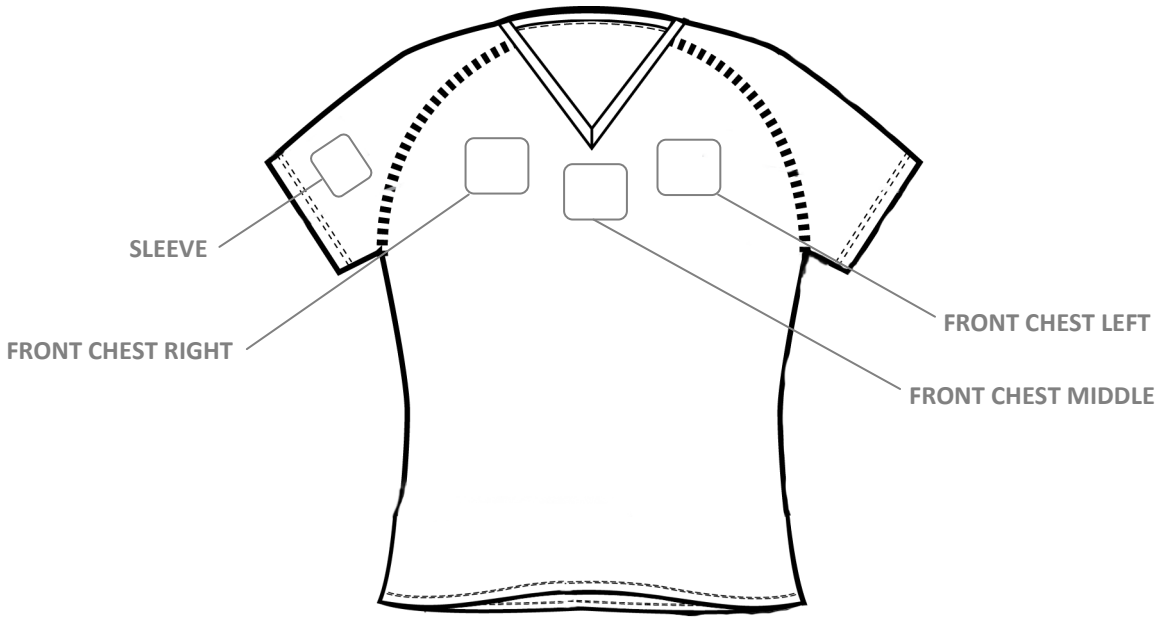
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Right/Left Sleeve (with Conference approval)



Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:

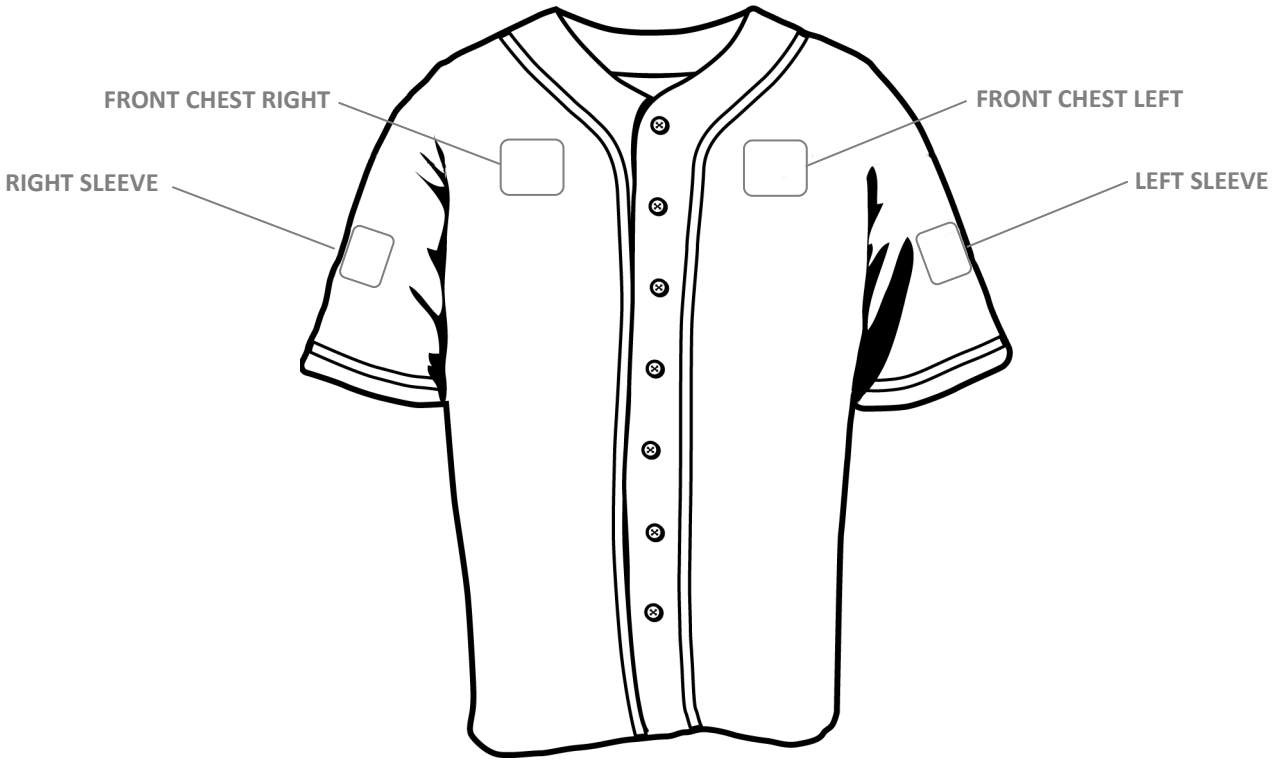
- Front Chest Left
- Front Chest Right
- Front Chest Middle
- Right/Left Sleeve



Due to varying uniform types and materials, either an American patch or full color screen print mark is acceptable. The logo should measure 1.5” high and 1.25” wide.

Placement options are as follows:

- Front Chest
- Front Chest Left
- Left Sleeve
- Right Sleeve



An American Athletic Conference patch or full screen print is encouraged for the following sports:

CROSS-COUNTRY

- Positioning is at the discretion of the institution on team warm-ups or competition uniform

MEN'S & WOMEN'S GOLF

- Positioning is at the discretion of the institution on competition shirt
- Logo should be affixed to player's golf bag

WOMEN'S ROWING

- Positioning is at the discretion of the institution on team warm-ups or competition uniform

SWIMMING & DIVING

- Positioning is at the discretion of the institution on team warm-ups and/or screen printed on competition swim caps

MEN'S & WOMEN'S INDOOR/OUTDOOR TRACK & FIELD

- Positioning is at the discretion of the institution on team warm-ups or competition uniform

MEN'S & WOMEN'S TENNIS

- Positioning is at the discretion of the institution on competition uniform

American Athletic Conference members are required to place the Conference logo on all competition surfaces. Sport specific applications can be found on pages 17-23.

FOOTBALL/BASKETBALL

A standalone primary logo with the word “AMERICAN” is mandatory on football and basketball playing surfaces. Institutions may choose the Conference’s official 2-color logo, knockout/white, or member specific color option. Detailed information regarding acceptable member institutions’ conference marks can be found on pages 6-8. Additional color options must be approved by the Conference office.

OLYMPIC SPORTS

A knockout/white American word mark (without the words “Athletic Conference”) is mandatory on all Olympic sport playing surfaces.

In the case where a member cannot meet the mandatory guidelines, please contact the Conference to identify alternate applications such as sidelines, end zones, stadium wraps and other areas of the field.

BASKETBALL ARENA & FOOTBALL STADIUM:

Conference members **ARE REQUIRED** to prominently hang the banners of each conference member's primary mark, as well as the Conference itself. There are no restrictions on the shape or size of each banner. The approved institutional marks and colors can be located on Page 4.

OLYMPIC SPORT VENUES:

Conference members **ARE REQUIRED** to display the American Athletic Conference logo on the playing surface and member institution flags, banners or signs wherever logistically possible.

BANNER EXAMPLE: APPROVED MEMBER INSTITUTION'S PRIMARY MARKS & COLORS*

**Institution's approved marks & colors can be found on page 4.*

SCORER'S TABLE SIGNAGE

BASKETBALL ARENA SCORER'S TABLE:

The use of the Conference wordmark logo is **MANDATORY** for scorer's table signage. Signage background is acceptable in either white or grey.

Below are Conference approved options for both LED and rotating scorer's table signage. Conference branded signage should be included into your regular rotation. Schools using rotating signage must have the Conference logo displayed on as many panels as there are across your scorer's table and must be displayed at the same time.

LED SIGNAGE - OPTION #1:

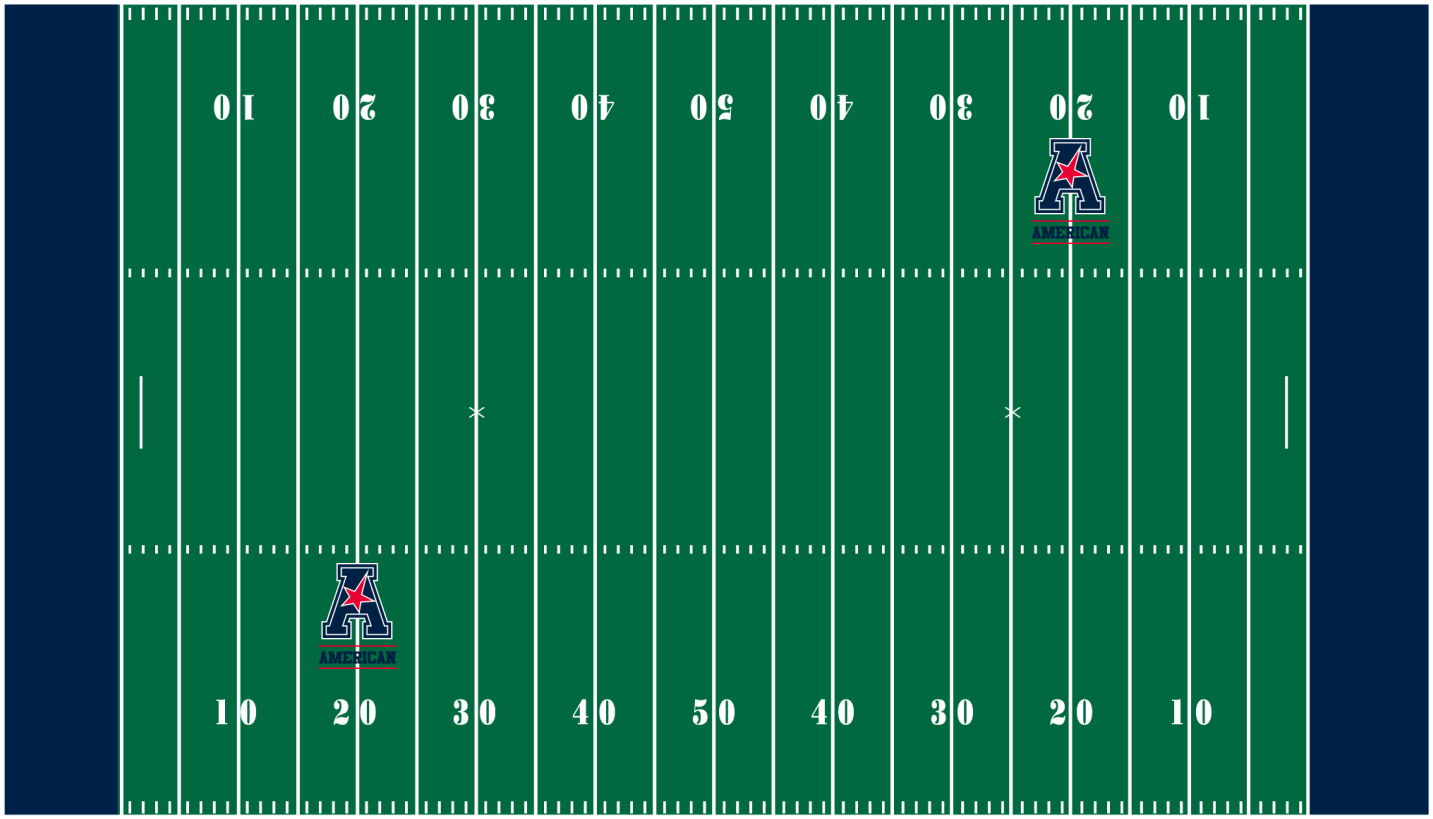
LED SIGNAGE– OPTION #2:

ROTATING SIGNAGE:

FOOTBALL

Logos are to be painted on the field between the numbers and hash marks. The logos should be painted diagonally from each other facing the press box on the 20-yard lines. The base of the logo should stretch a total of at least 6 yards, or three on either side of the 20-yard line.

In addition to logo placement on the field, the Conference will supply each institution with bulls eye caps for chains and goalpost donut pads to be used during each home contest.

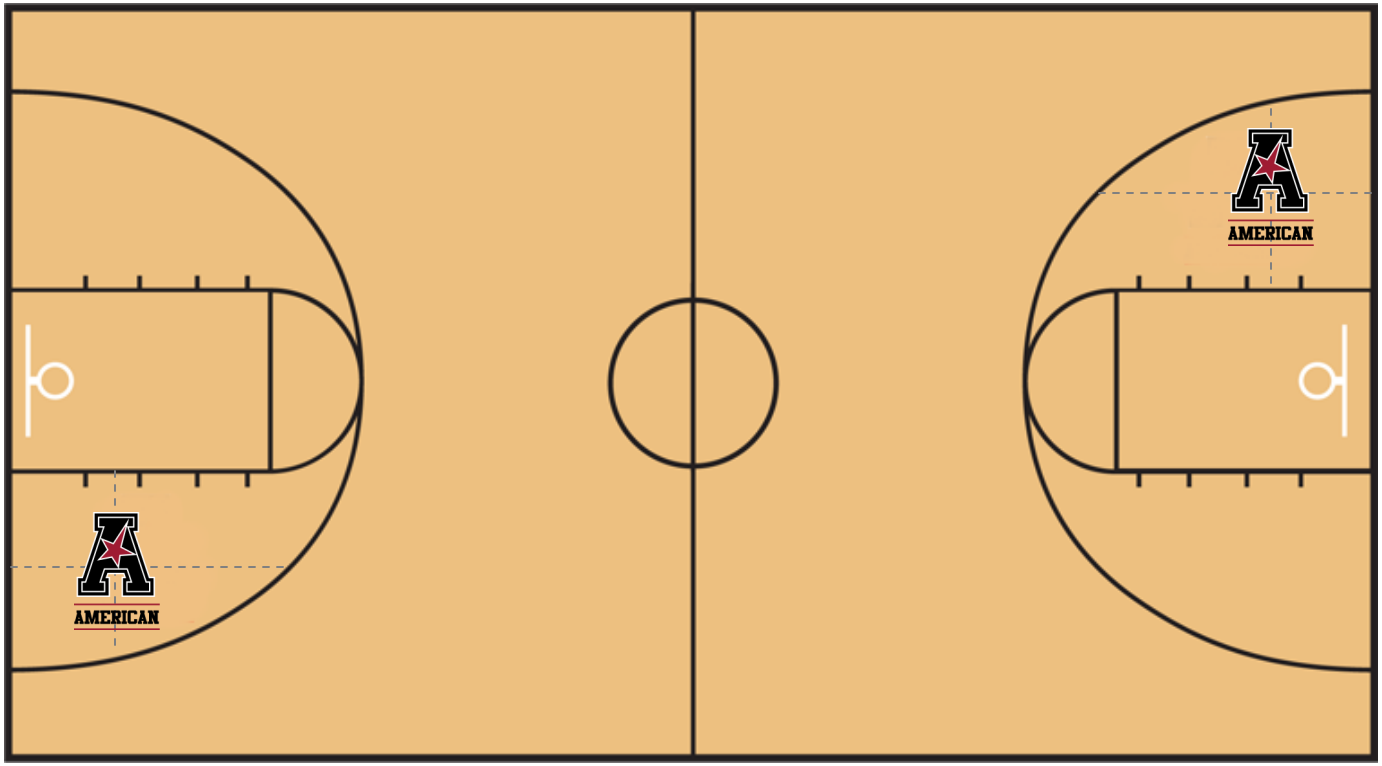


BASKETBALL

Logos are to be applied within the designated area on both sides of the court between the lane line and 3-point line, in the precise orientations shown below.

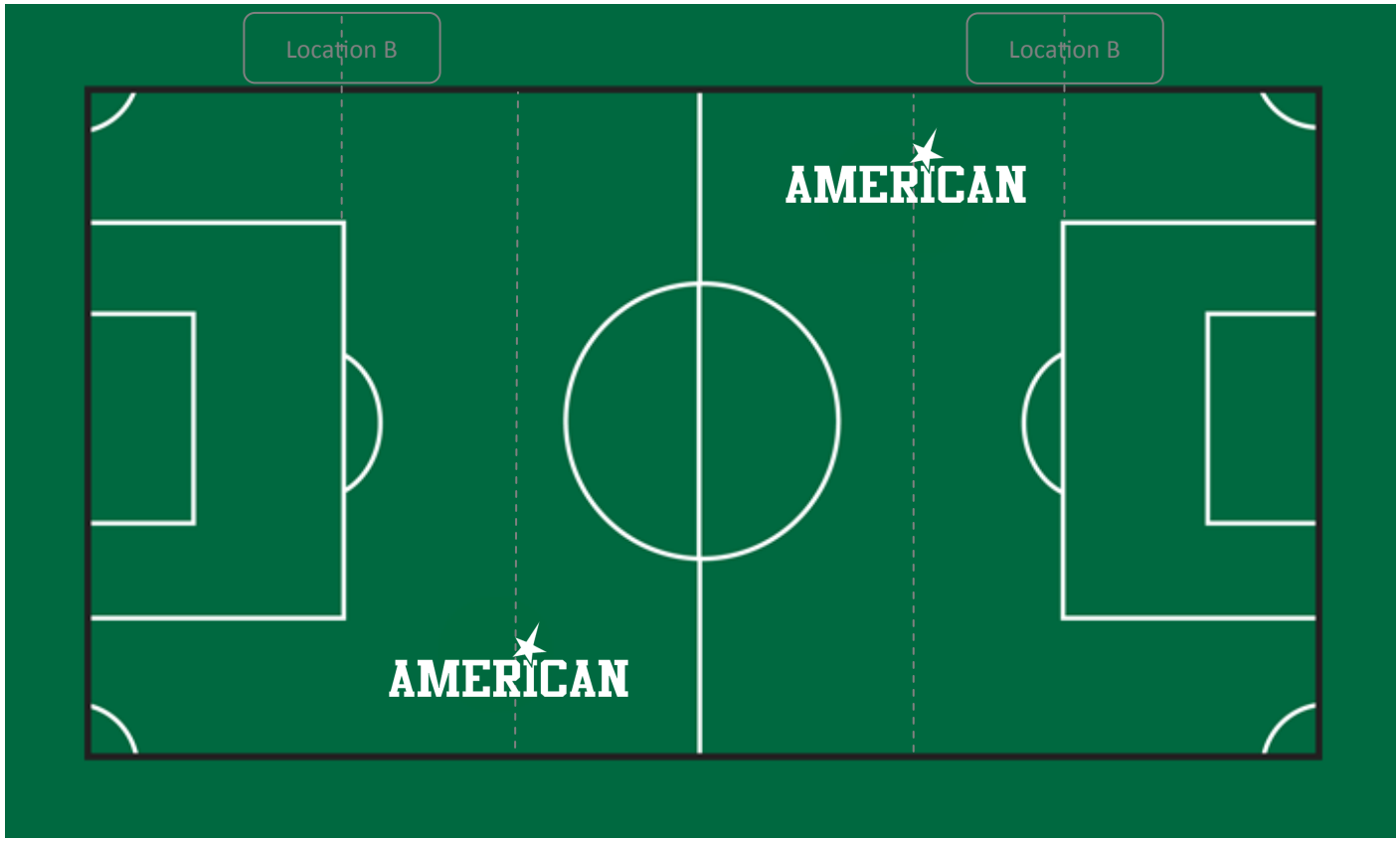
Measurement orientations are described as follows: (1) draw an imaginary line starting from the midpoint on the baseline (midpoint between lane line and 3-point line) extending to the 3-point line (this line is parallel to lane line); (2) draw imaginary line starting from lane line (between block and first hash mark) extending to 3-point line (this line is parallel to baseline); (3) center of logo should be located at intersection of both imaginary lines. Logo should be 9 feet in height (4 1/2 feet above and 4 1/2 feet below intersection). Both logos should face primary midcourt television cameras.

The Conferences official 2-color logo in approved colors, institutional colors, or a knockout/white version is permissible.



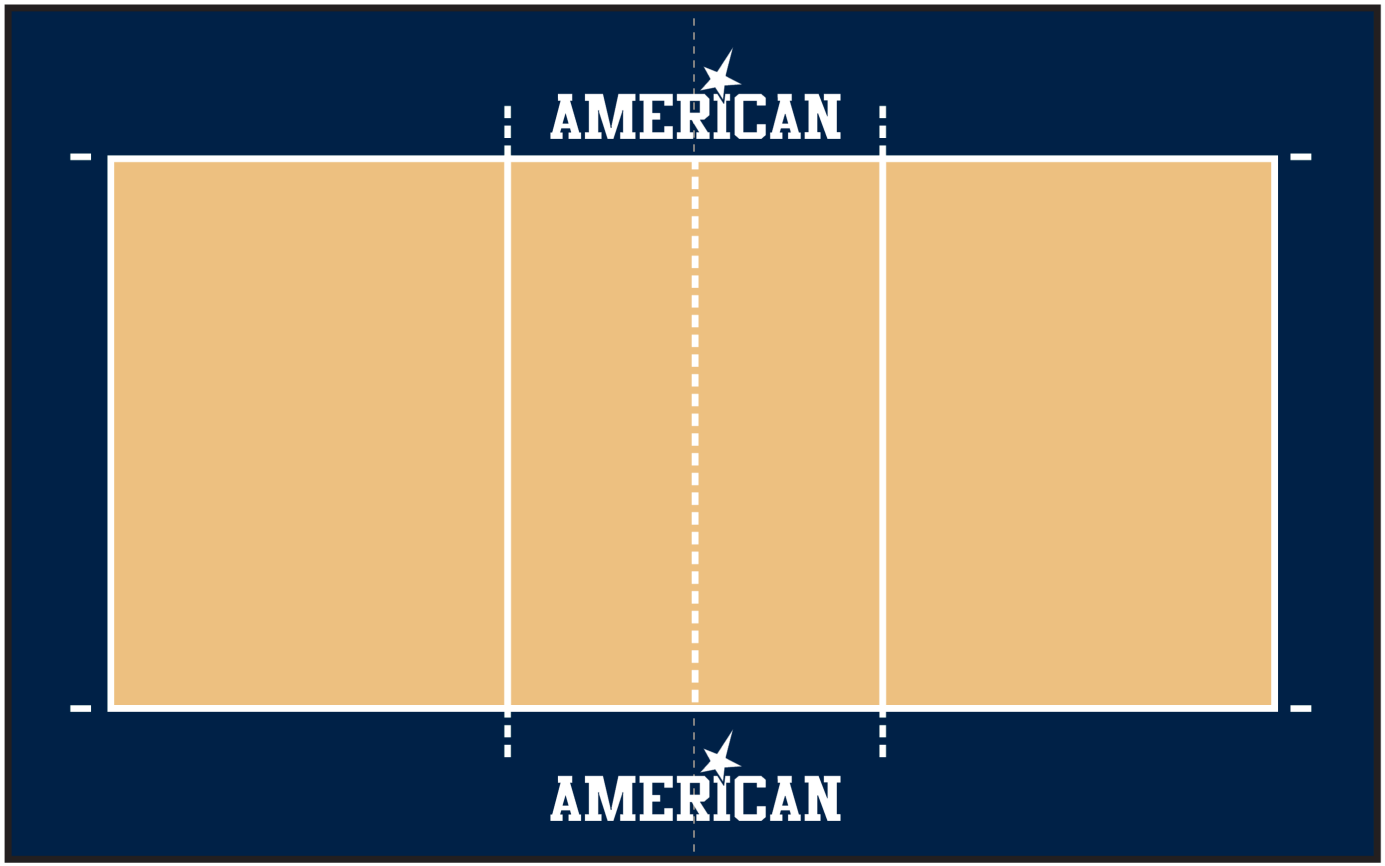
SOCCER

The knockout/white “AMERICAN” word mark should painted on the field either diagonally from each other in the playing boundary or on the side opposite the television camera outside the playing boundary. For placement diagonally inside the playing boundary, an imaginary straight line should be drawn half way between the end of the penalty box and midfield. For placement outside the playing boundary, an imaginary straight line should extend from the top of the penalty box. The center of the logo should be located at the intersection of these imaginary lines. The logo should be 6 yards in length (3 yards to the left and 3 yards to the right).



VOLLEYBALL

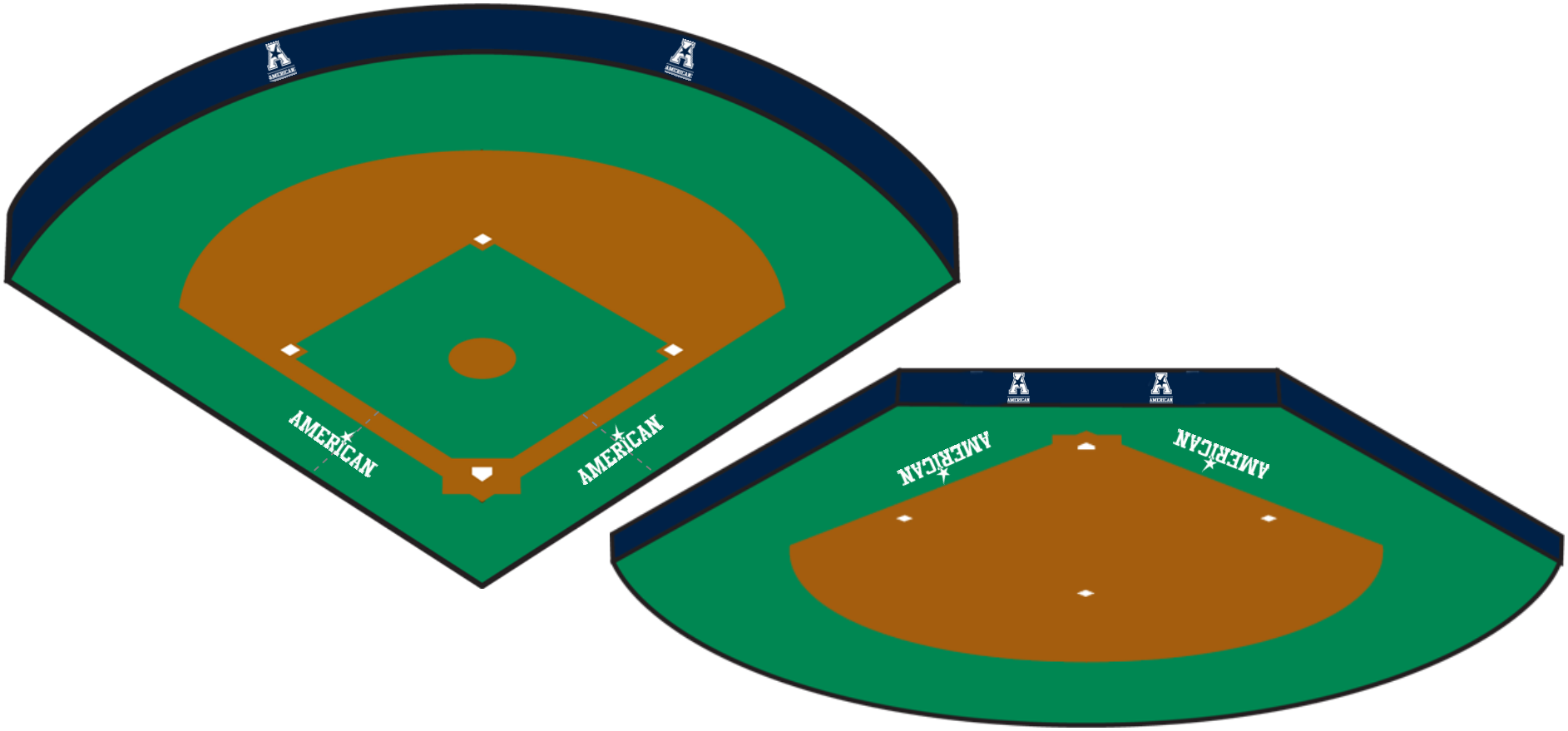
The knockout/white “AMERICAN” word mark should painted at the net in camera view (in or out of the playing boundary). An imaginary line should extend above and below midcourt. The center of logo should be located at the intersection of the imaginary line. The logo should be 12 feet in length (6 feet to the left and 6 feet to the right).



BASEBALL/SOFTBALL

The knockout/white “AMERICAN” word mark should painted on the field on the first and third base lines. An imaginary line should be drawn halfway between each baseline. The center of the logo should be located at the intersection of the imaginary line. The logo should be at least 18 feet in length (9 feet to the left and 9 feet to the right).

Additionally, a standalone primary logo, with the word “AMERICAN” (institutional colors or knockout) should be placed on the backstop padding and on interior or outfield walls.



SWIMMING & DIVING

- Minimum of two banners in venue

TENNIS

- Minimum of two banners in venue

TRACK & FIELD

- Minimum of four banners in venue

For questions or additional information regarding The American Athletic Conference and its marks, please contact:

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